

Ivory joins Daybreak

The homebuilder has added designs that fit into community

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Utah's largest homebuilder is finally a part of Utah's largest master-planned community.

For nearly four years, homebuyers in South Jordan's massive Daybreak community could purchase from a number of other builders - but not Ivory Homes, the Utah builder that sells more homes than anyone else.

That's because Daybreak, a part of Kennecott Land Co., imposes a number of restrictions on builders allowed to buy and build on its lots, such as requiring them to come up with designs unique to the development.

Ivory Homes had plenty of business elsewhere during the home building boom earlier this decade and simply did not have time to come up with home designs distinct to Daybreak, said development director Chris Gamvroulas.

But conditions have changed. Amid a severe downturn in demand for new homes, Ivory is joining Daybreak with a commitment to build 120 single-family detached homes in the low- to mid-\$200,000 range.

"The time is right," said Gamvroulas. "We're happy to be out there. We always knew we'd be there someday.

"We have our way of doing things, and they have their way of doing things. It takes a while to make the plans we designed fit their standards."

Like other builders, Ivory has been hit hard by the downturn. From January through Tuesday, the builder took out permits for the construction of 144 homes, down from 449 during the same time period last year, according to Construction Monitor, an online service that tracks building activity throughout the West.

Ivory joins the development at a time when other builders have sold nearly 1,800 homes townhomes, condominiums and single-detached properties within Daybreak, which has amenities such as pools and a lake, as well as office and retail structures.

Although that's a large number, Daybreak actually is just getting started. Buildout is expected in 15 to 20 years, with an additional 18,000 housing units being built, said Ty McCutcheon, Kennecott Land's director of residential development.

Daybreak also has struck up a partnership with Garbett Homes, another Utah-based builder that,

like Ivory, has agreed to be part of the development's third "village," called North Shore Village. The addition of Garbett, which will build about 100 town-homes at prices starting in the mid \$100,000s, increases the numbers of builders involved in the development to 12.

"We like Daybreak. We're excited to be part of Daybreak," said Rene Oehlerking, Garbett's marketing director, noting his company's offerings will be the development's least expensive residential units.

Both builders will debut model homes in North Shore Village on June 28.

Eric Allen of Metrostudy, a Salt Lake City-based residential research company, said master-planned communities tend to hold up well during downturns, increasing their appeal to homebuilders.

One in eight homes now being built in the Salt Lake Valley is in Daybreak, compared with one in 10 last year, Daybreak's McCutcheon said.

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Daybreak at a glance

* **WHAT IT IS:** A master-planned community, where houses and condos generally range from the low \$100,000s to \$700,000

* **WHERE IT IS:** South Jordan

* **HOW BIG IT IS:** Builders already have sold nearly 1,800 single-family homes, condominiums and townhomes.

* **WHAT'S NEXT:** Another 18,000 housing units are expected to be built within the next 15 to 20 years.

* **WHO THE BUILDERS ARE:** Bangerter Homes, Destination Homes, Garbett Homes, Gold Medallion Homes, Hearthside Homes, Hamlet Homes, Holmes Homes, Ivory Homes, Liberty Homes, Richmond American Homes, Rainey Homes and Village Communities.